

**WPLW  
102.5 - FM  
HILLSBOROUGH, NC**

**ISSUES AND PROGRAMS REPORT**

**FOR**

**STATION WPLW**

**2<sup>nd</sup> QUARTER 2015  
(April 1<sup>st</sup> – June 30<sup>th</sup>)**

Compiled by:  
Mike Biddle, Program Director

Radio station WPLW-FM has compiled a list of issues those area residents feel are a major concern to the Raleigh-Durham Metropolitan (MSA). WPLW-FM conducts regular ascertainment of community leaders, businesspersons, and residents of our coverage area to determine the issues of importance to our listeners.

WPLW-FM utilizes this list as a basis for our programming response to selected issues each quarter. Typically WPLW-FM addresses the issues in its Sunday program called "Carolina Close-Up", and thru a series of live and pre-recorded announcements.

The current issues as of June 30<sup>th</sup>, 2015 included:

- EC-Economy
- GR-Growth/Transportation/Roads
- GA-Government Affairs
- EG-Ethics in Government
- ED-Education
- EH-Environment and Health
- POL-Political Affairs
- MC-Minority Concerns
- FY-Family and Youth
- UE-Unemployment/Joblessness
- NS-National Security**

# Carolina Newsmakers

2nd Quarter 2015

*"Carolina Newsmakers" is a 30 minute weekly public affairs program that airs Sunday mornings at 6 on WPLW and hosted by Curtis Media Group owner Don Curtis. It features interviews with North Carolina leaders in government, policy, education, research and other areas.*

APRIL 5

"INTERVIEW WITH LEW EBERT," PRESIDENT AND CEO OF THE NORTH CAROLINA CHAMBER

ECONOMIC INDICATORS, IMPACT OF HOUSING COLLAPSE, STAGNATION OF JOB GROWTH, POPULATION GROWTH AND TRENDS IN NORTH CAROLINA, AGRICULTURE PRODUCTION IN NORTH CAROLINA, FUNDING EDUCATION, EDUCATING THE WORK FORCE, IMPACT OF THE COMMUNITY COLLEGE SYSTEM, INNOVATION IN NORTH CAROLINA, GAS TAX BILL PASSING, FUNDING TRANSPORTATION IN NORTH CAROLINA, NATURAL RESOURCES SUSTAINABILITY, FACTORS FOR ATTRACTING NEW BUSINESSES TO NORTH CAROLINA, TAX INCENTIVES, HOW THE CHAMBER IS STRUCTURED, VENTURE CAPITAL IN NORTH CAROLINA, ECONOMIC POTENTIAL OF ENERGY PRODUCTION, ECONOMIC IMPACT OF HEALTH CARE REFORM, IMPACT OF NORTH CAROLINA'S RELOCATION APPEAL FOR RETIREES, TAX STRUCTURE, POTENTIAL LEGISLATIVE REFORM, AND FUNDING INFRASTRUCTURE.----EC, GR, ED, POL, GR, UE

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APRIL 12

"INTERVIEW WITH KORY SWANSON," PRESIDENT AND CEO OF THE JOHN LOCKE FOUNDATION

KORY SWANSON BACKGROUND, INFRASTRUCTURE SPENDING IN LEGISLATIVE SESSION, PROBLEMS CAUSED BY POPULATION GROWTH, ECONOMIC INCENTIVES, MCCRORY ADMINISTRATION STANCE ON INCENTIVES, STATE OF THE POLITICAL PARTY SYSTEM, REVISING REDISTRICTING, U.S. SENATE SEAT CHALLENGERS TO RICHARD BURR, ANALYZING GOVERNOR'S RACE IN 2016, IMPACT MOVING UP NORTH CAROLINA PRIMARY, HEALTH CARE IN NORTH CAROLINA, OVERVIEW OF CERTIFICATES OF NEED, MEDICAID SPENDING, ENTITLEMENT SPENDING, MODEL PEER STATES, JOHN LOCKE FOUNDATION 25TH ANNIVERSARY, HOW THE GENERAL ASSEMBLY SHOULD APPROACH THE LEGISLATIVE SESSION, AND RURAL AND URBAN DIVIDE-----POL, GA

APRIL 20

"INTERVIEW WITH CHRIS SINCLAIR," PARTNER AT CORNERSTONE SOLUTIONS, LLC

BALANCE OF POWER IN NORTH CAROLINA GOVERNMENT, VALIDITY OF SOURCES IN SOCIAL MEDIA, INFLUENCE AND IMPACT OF CABLE NEWS OUTLETS, GROWTH IN THE NUMBERS OF UNAFFILIATED VOTERS, STRATEGY FOR REVIVING DEMOCRATIC PARTY IN NORTH CAROLINA GOVERNMENT, FINDING CENTRIST CANDIDATES WITH THE CURRENT PRIMARY SYSTEM, INFLUENCE OF THIRD PARTY AND OUTSIDE MONEY IN ELECTIONS, NORTH CAROLINA AS A SWING STATE, MOVING THE DATE OF THE NORTH CAROLINA PRIMARY, POTENTIAL PRESIDENTIAL CANDIDATES AND THEIR OUTLOOKS, IMPACT OF LACK OF OPPOSITION FOR HILLARY CLINTON, JEB BUSH OUTLOOK AS PRESIDENTIAL CANDIDATE, NORTH CAROLINA GOVERNOR RACE, RICHARD BURR SENATE SEAT POTENTIAL OPPOSITION, POTENTIAL CAMPAIGN ISSUES FOR 2016 PRESIDENTIAL RACE, IMMIGRATION REFORM, AND HEALTH CARE REFORM IN NORTH CAROLINA LEGISLATIVE SESSION. -----POL, GA

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APRIL 26

"INTERVIEW WITH JANET COWELL," TREASURER OF THE STATE OF NORTH CAROLINA

STATUS OF THE NORTH CAROLINA PENSION, INTEREST RATES, SHIFT AWAY FROM PENSION PLANS IN PRIVATE SECTOR, POTENTIAL CHANGES TO STATE PENSION PLAN, STATUS OF THE STATE HEALTH PLAN, STATUS OF FINANCIAL HEALTH OF CITIES AND COUNTIES IN NORTH CAROLINA, CHALLENGES PRESENTED TO SMALLER MUNICIPALITIES, OPERATION OF STATE AND COMMUNITY BANKS, SCALE IN BANKING SERVICES, BOND RATING OF NORTH CAROLINA, DEBT AFFORDABILITY REPORT, TRANSPORTATION FUNDING AND REVENUE, FUNDING UNIVERSITIES AND COLLEGES IN NORTH CAROLINA, FINANCIAL LITERACY IN K-12 EDUCATION, LESSONS LEARNED FROM RECESSION, SECOND NORTH CAROLINA INNOVATION FUND, AND RECOVERING LOST PROPERTY----- GA, POL,EC,ED

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MAY 3

"INTERVIEW WITH MIKE WALDEN," WILLIAM NEAL REYNOLDS DISTINGUISHED PROFESSOR OF AGRICULTURAL AND RESOURCE ECONOMICS AT NC STATE UNIVERSITY

TRENDS IN NORTH CAROLINA ECONOMY, CONSUMER SPENDING, ENERGY PRODUCTION AND CONSUMPTION IN THE UNITED STATES, IMPACT OF IMPROVING RELATIONSHIP WITH CUBA, CONSEQUENCES OF EXPANSION AND INCREASED PRODUCTION IN NORTH CAROLINA, IMPACT OF AGING POPULATION IN NORTH CAROLINA, PREDICTING GROWTH REGIONS, TAX STRUCTURE IN NORTH CAROLINA, INTEREST RATE TRENDS, INFLUENCE OF ADVERTISING ON THE ECONOMY, ENTITLEMENT SPENDING, AFFORDABLE HEALTH CARE ACT, RETIREMENT AGE, POPULATION TRENDS, REVIVING DEPRESSED URBAN AREAS, AND INCENTIVE PACKAGES.----- EC,EH,POL

MAY 10

"INTERVIEW WITH RENEE ELLMERS," UNITED STATES CONGRESSWOMAN FOR NORTH CAROLINA'S SECOND DISTRICT

DEVELOPMENTS WITH UNC NURSING AND PHARMACY SCHOOLS, 21ST CENTURY CURES INITIATIVE, FUNDING MEDICAL RESEARCH, IMPORTANCE OF MILITARY IN NORTH CAROLINA, ENERGY AND COMMERCE COMMITTEE, HYDRAULIC FRACTURING RESEARCH AND DEVELOPMENT, BI-PARTISAN POLITICS, HUMAN TRAFFICKING, IMPORTANCE OF PHARMACISTS IN HEALTH CARE, ASSESSING THE AFFORDABLE HEALTH CARE ACT, U.S. BORDER CONTROL, UNITED STATES RELATIONSHIP WITH IRAN, UNITED STATES ECONOMY AND JOBS.--- EC, EH, POL, NS

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MAY 17

"INTERVIEW WITH RANDY WOODSON," CHANCELLOR OF NORTH CAROLINA STATE UNIVERSITY

THE ROLE OF CHANCELLOR, COST OF EDUCATION IN NORTH CAROLINA, STATE FUNDING FOR EDUCATION, UNIVERSITY ADMISSIONS, MOST POPULAR DEGREES AT NC STATE, IMPACT OF OUT OF STATE STUDENTS, GIFT TO NC STATE VET SCHOOL, AGRICULTURE IN NORTH CAROLINA, ROLE OF CENTENNIAL CAMPUS, ECONOMIC IMPACT OF RESEARCH UNIVERSITIES, EVOLUTION OF CURRICULUM IN HIGHER EDUCATION, PROSPERITY OF NORTH CAROLINA WITH SHIFT OF ECONOMY, IMPORTANCE OF FOREIGN EXCHANGE STUDENTS, HOW GRADUATE STUDENTS IMPACT UNDERGRADUATES, COLLABORATION BETWEEN NC STATE AND UNC CHAPEL HILL, BENEFITS OF OPERATING WITHIN THE UNIVERSITY SYSTEM, ATTRACTING AND RETAINING TALENT, COMPETING WITH PRIVATE UNIVERSITIES, ROLE OF ATHLETICS WITHIN UNIVERSITIES, AND DEFERRED MAINTENANCE----- ED,POL,EH,EC

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MAY 24

"INTERVIEW WITH JOHN SKVARLA," NORTH CAROLINA SECRETARY OF COMMERCE

BUSINESS INCENTIVES, ATTRACTING BUSINESSES TO NC, EDUCATION SYSTEM IN NC, SHIFT OF INDUSTRIES IN NC, IMPACT OF RESEARCH UNIVERSITIES TO THE STATE, PREVIOUS EXPERIENCE WITH DENR, INTERNATIONAL TRADE AND OPPORTUNITIES, INFLUENCE OF FOREIGN EXCHANGE STUDENTS, ECONOMIC OPPORTUNITIES WITH CHINA, ACCESS TO BROADBAND INTERNET, TYING ECONOMIC ZONES WITHIN THE STATE TOGETHER, ADDRESSING INFRASTRUCTURE NEEDS IN THE STATE, INFLUENCE OF TOURISM ON THE STATE ECONOMY, BACKGROUND OF NC WORKS PROGRAM, AND PROJECT PHOENIX-----EC,ED,GR

MAY 31

"INTERVIEW WITH DAVID PRICE," UNITED STATES CONGRESSMAN FOR NORTH CAROLINA'S FOURTH DISTRICT

FOREIGN POLICY, STATE OF THE MIDDLE EAST, INFLUENCE OF IRAN, INFLUENCE OF EGYPT AND RELATIONSHIP WITH THE UNITED STATES, STATUS OF AFGHANISTAN, HANDLING THE ISLAMIC STATE, TIME IN CONGRESS, LAND GRANT UNIVERSITIES, REVENUE GENERATED FROM RESEARCH UNIVERSITIES, COST OF TUITION, MILITARY, GAS AND OIL PRICES, NORTH CAROLINA ECONOMY, HEALTH CARE, AND IMMIGRATION-----NS,EC,ED,EH

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JUNE 7

"INTERVIEW WITH NICK PETRO," WARNING COORDINATION METEOROLOGIST AT THE NATIONAL WEATHER SERVICE RALEIGH

WEATHER FORECASTING, DIVERSITY IN JOBS FOR METEOROLOGISTS, THREAT OF LIGHTENING, WEATHER SAFETY BEST PRACTICES, THREAT OF TORNADOS AND TRACKING, THREAT OF WATER SPOUTS, IMPACT OF ATMOSPHERIC PRESSURE, FLASH FLOODING, DROUGHT AND FLOOD CONDITIONS, LONG RANGE RAIN AND HEAT PREDICTIONS, EL NINO AND LA NINA, AND HURRICANE THREATS AND PRECAUTIONS-----EH

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JUNE 14

"INTERVIEW WITH JOHN HOOD," PRESIDENT OF THE JOHN WILLIAM POPE FOUNDATION

DIVISIONS BETWEEN NORTH CAROLINA SENATE AND HOUSE, DEBATE OVER THE BUDGET, USE OF THE RAINY DAY FUND, GOVERNOR MCCRORY'S PROPOSED BOND ISSUE, PROPOSED LEGISLATION ON HEALTH CARE AND MEDICAID, HEALTH CARE LEGISLATION IMPACT ON HOSPITALS, GENERAL ASSEMBLY DEBATE ON IMPROVING EDUCATION, ASSESSING DEMOCRATIC AND REPUBLICAN PARTIES IN NORTH CAROLINA, 2016 VOTING POPULACE, MAKEUP OF CONGRESSIONAL DISTRICTS, AND BIOGRAPHY OF GOVERNOR JIM MARTIN. POL,GA,EC,EH,ED

JUNE 21

"INTERVIEW WITH PAT MCCRORY," GOVERNOR OF NORTH CAROLINA

DIFFERENCES IN SENATE AND HOUSE BUDGETS, SENATE ECONOMIC DEVELOPMENT BILL, PROPOSED TAX REFORM, REDISTRIBUTION OF COUNTY TAXES, BOND REFERENDUM, DMV LEGISLATION, HELPING MILITARY VETERANS GET JOBS, TRAVEL AND TOURISM, IMPACT OF RESEARCH UNIVERSITIES IN NORTH CAROLINA, MEDICAID SPENDING, PENDING RULING ON THE AFFORDABLE CARE ACT, INCENTIVES FOR NEW BUSINESSES, TRANSPORTATION IN NORTH CAROLINA, RADIO ISLAND, CONNECT CAROLINA INITIATIVE, AND HISTORICAL TAX CREDIT. POL,EC,UE,GA

JUNE 28

"INTERVIEW WITH TOM JENSEN," EXECUTIVE DIRECTOR OF PUBLIC POLICY POLLING

PRESIDENTIAL CANDIDATE POOL, NORTH CAROLINA PRIMARY ROLE AND DATE, STRAIGHT-BALLOT VOTERS, ROLE OF UNAFFILIATED VOTERS AND SWING VOTERS, GETTING PEOPLE TO VOTE, IMPACT OF SEGMENTATION OF CABLE TELEVISION NEWS, GAY MARRIAGE POLLING, POLLING REGARDING THE CONFEDERATE FLAG, RENAMING BUILDINGS AND REMOVING CONTROVERSIAL SYMBOLS, POLLING ON GUN CONTROL, BASEBALL FANS IN NORTH CAROLINA, POLLING ON PETE ROSE, RESULTS REGARDING THE CHARLOTTE HORNETS, CAROLINA HURRICANES, AND CAROLINA PANTHERS, RICHARD BURR APPROVAL, GOVERNOR PAT MCCRORY APPROVAL, ROY COOPER RECOGNITION, GENERAL ASSEMBLY APPROVAL RATING, INFLUENCE OF DONALD TRUMP ON THE ELECTION, OUTLOOK FOR HILLARY CLINTON, VOTER ENGAGEMENT, AND SUPREME COURT APPROVAL.-----POL,GA

## **RECORDED PUBLIC SERVICE ANNOUNCEMENTS**

Organization/Event: Bike For Hope

Length: 30

Dates: 4/13-4/24

Total # of Spots: 20

FY, EH

Organization/Event: SPCA K9 WALK

Length: 30

Dates: 4/1-4/17

Total # of Spots: 40

FY, EH

Organization/Event: PAVE SE Raleigh Charter School

Length: 30

Dates: 6/19-6/21

Total # of Spots: 7

FY, EH

## **LIVE EVENTS**

Friday June 19<sup>th</sup> 2015 Pulse FM (WPLW) hosted a charity bachelor auction benefiting North Carolina Children's Hospital. The event took place at Kings Bowl America at North Hills shopping center in Raleigh. 10 bachelors from various professions (doctors, police and firemen) were auctioned off and more than \$3500 was raised with the auction alone. Epic recording artists Life of Dillon performed as part of the event. In total more than \$6,000 was raised for the NC Children's Hospital. To promote the event WPLW aired 200 recorded promos and 150 live liners from 5/28 – 6/19. FY, EH